



**Medical Home Stakeholders Marketing and Communications Sub-Group
October 20, 2008
Minutes**

KHPA Staff Participants

Dr. Barb Langner
Effie Swanson

Introductions and Review of Handouts

- Dr. Langner welcomed the participants and introductions were made. A handout describing options for medical home messaging and the Kansas statutory definition of the medical home was reviewed. While the statutory definition is a means for moving the medical home concept forward, it will not resonate well with consumers, providers, and the media, so ideas for a messaging strategy are needed.

Discussion of How to Market the Medical Home Model in Kansas

- Participants shared ideas for marketing the medical home model in Kansas, and what strategies would be necessary to involve consumers, providers, and purchasers in the process. Incentive strategies for both consumers and providers were discussed, as well as the importance of conveying the benefits of a medical home to everyone involved. Participants were asked to provide specific input on their ideas for addressing these challenges to the KHPA before the next stakeholder meeting.

Adjournment

- Dr. Langner thanked participants for their attendance and the meeting was adjourned. The all-Medical Home Stakeholders group will meet November 19 from 1:00-3:00 p.m. in the fourth floor auditorium of the Eisenhower State Office Building.

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